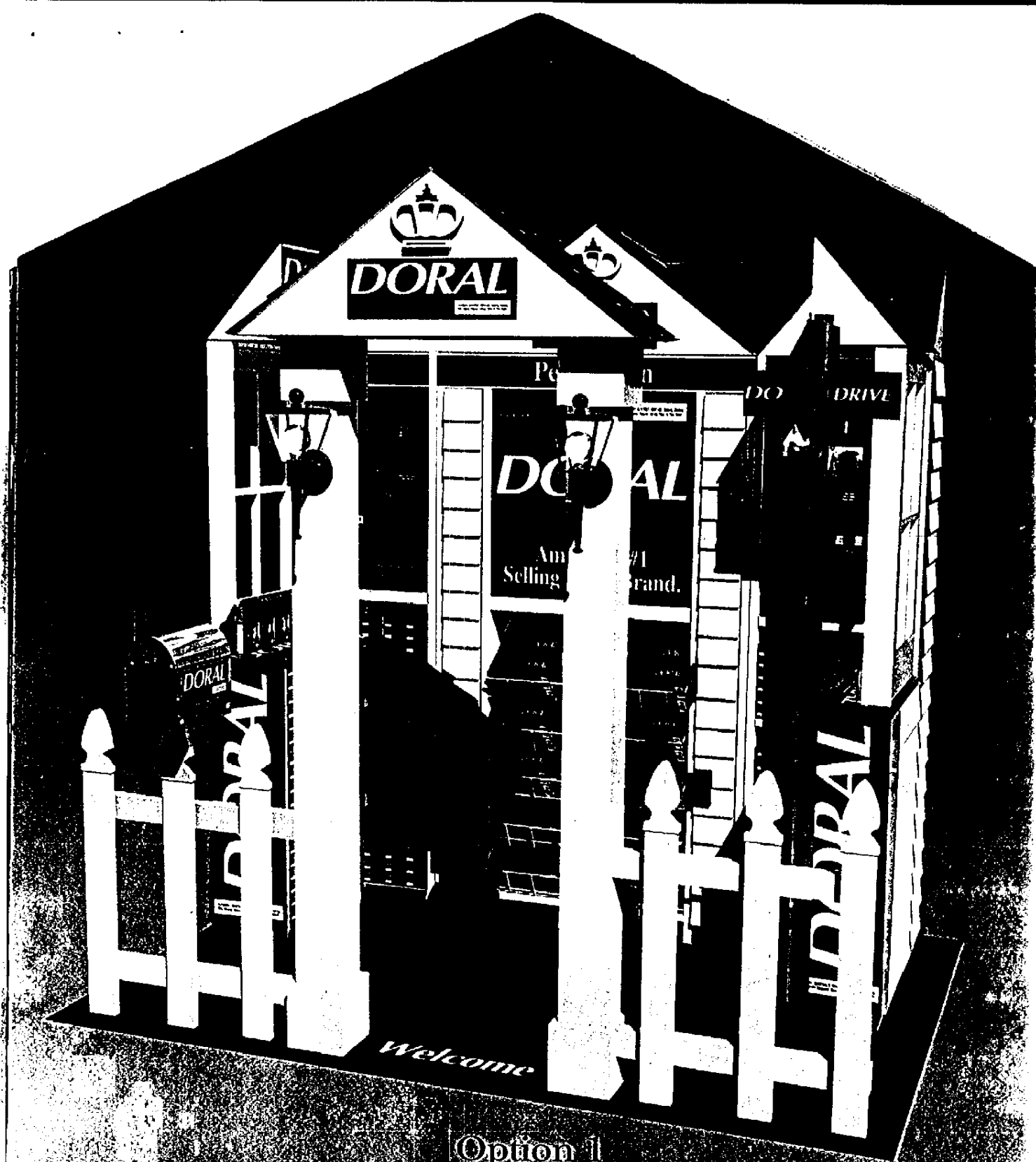


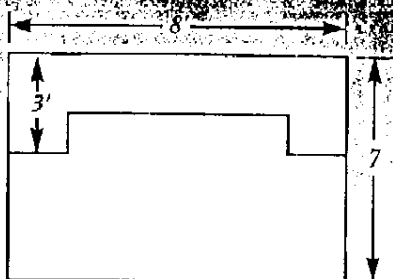


Now More
Than Ever,
The Value
Hits Home.

51845 4936



Option 1
(With Front Entrance)



8'1" Height

8' Width

7' Depth

444 Cartons Displayed

96 Cartons Stored

540 Cartons Total

51845 4937

A Merchandising Concept Like No Other

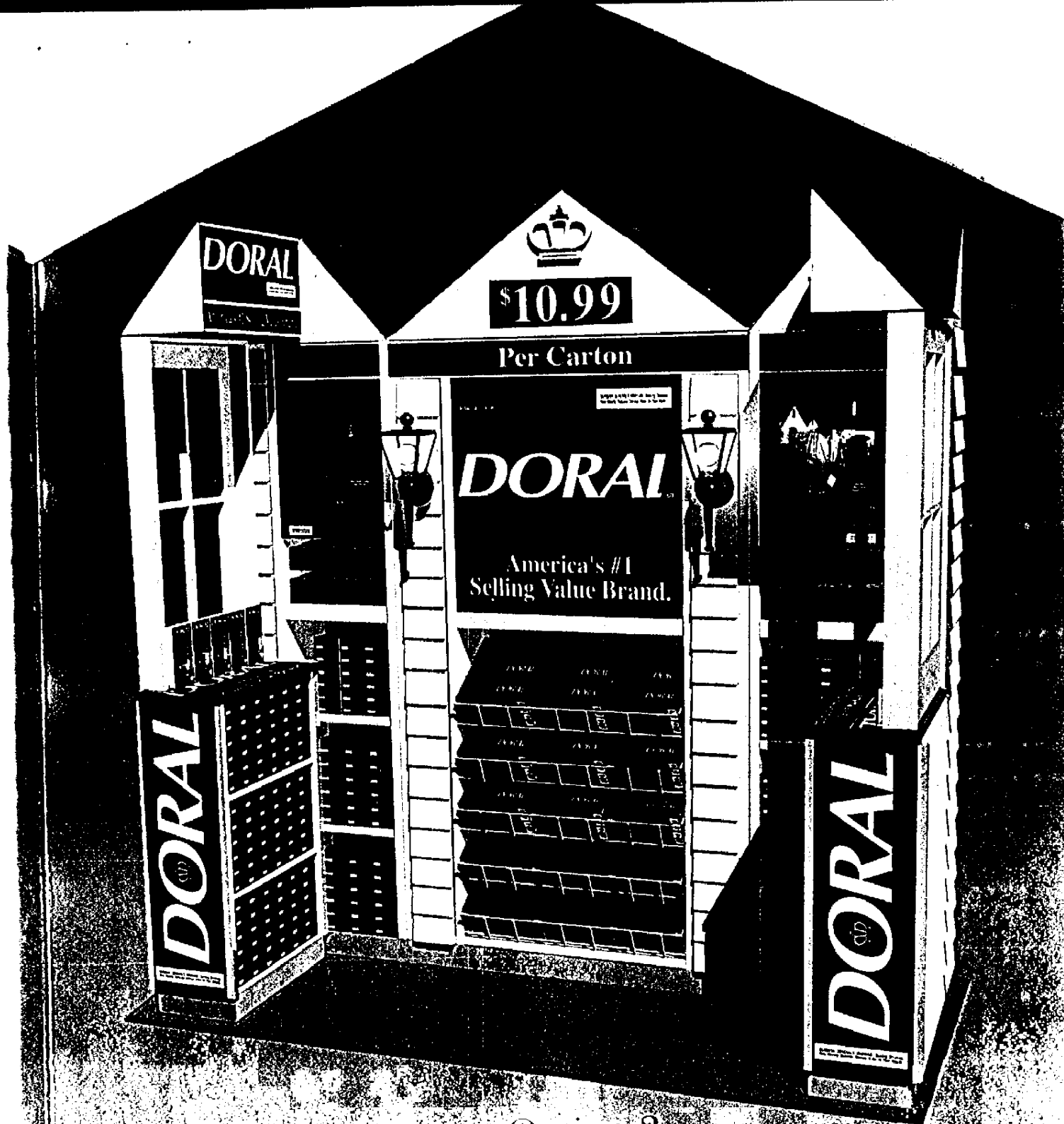
Features	Benefits
Wire Ball Carton Load Plus Standard Carton Load	<ul style="list-style-type: none"> • Creates highly visible and impactful and presentation which adds to your customer's shopping time in store. • Combined with wire ball load allows you to maximize floor plan space.
Large Pricing Area	<ul style="list-style-type: none"> • Large pricing area incorporated into merchandiser with easy to change rotating numbers. • Communicates DORAL's Every Day Low Price or Promoted Price.
Advertising Panels Center, Left & Right	<ul style="list-style-type: none"> • Incorporates key brand positioning messages that are being advertised in magazines and outdoor billboards. • Puts your individual store into impactful national advertising initiatives.
"Take Home" Helpful Hint Cards and DORAL & Company Sign Up Cards	<ul style="list-style-type: none"> • Provides interesting and useful tips for your customers and will keep them coming back to your store. • Convenient sign up area for DORAL & Company. Allows your customers to get involved in all the extra's DORAL provides through its direct marketing program.
Quality/Innovative Design	<ul style="list-style-type: none"> • Merchandiser designed to enhance your store decor, provide impactful consumer message(s) and provide you an innovative point of difference over your competition.
Carton Storage Area	<ul style="list-style-type: none"> • Both side advertising panels open to allow extra storage capacity for your best selling DORAL styles.

AND

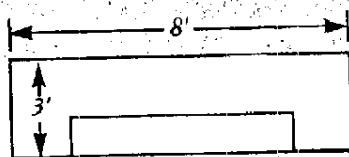
Two Configuration Options

- Merchandiser can be installed with front entrance/fence etc. options; 8 feet wide, 7 feet deep; or without front entrance options; 8 feet wide, 3 feet deep; depending on your stores layout.

51845 4938



Option 2
(Without Front Entrance)



8'1" Height

8' Width

3' Depth

444 Cartons Displayed

96 Cartons Stored

540 Cartons Total

51845 4939

PULL

DORAL Home of Value Order Form Ship To Information

Requested By: _____ Employee # _____ Division # _____

Date: _____

☐ SIS Number _____

☐ Other Ship To Location _____
(Be Specific) _____

Future Delivery Date _____

Special Instructions _____

Store Name _____

Store Contact _____

Phone Number _____

Order Memo to Sales Rep. Home Yes ☐ No ☐

ROU – Please send the following item(s) to the location specified above:

ITEM # 540350		DORAL CTS 8'x3' Home of Value (CTS unit without front entrance)
ITEM # 540353		DORAL CTS 8'x7' Home of Value with Enhancements (CTS unit including front entrance, mail box and fence)

**Special Note: Electrical outlet is required to light all
transparencies and logos on CTS unit.**

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PULL

Welcome To The **DORAL** Home Of Value

A Great Point of Difference for Smokers.

DORAL offers smokers all these values:

- Premium taste guarantee or their money back.
- Premium quality at a competitive price.
- Free-product retail promotions.
- Mail-in carton offers.
- Bonus coupons.
- Smoker Celebrations.

A Great Point of Difference for Retailers.

DORAL's Home of Value can set you apart from your competition with a truly unique merchandising system.

- Inviting, quality product presentation.
- Clear, easy to read pricing area.
- Ad panels that introduce your customers to all DORAL has to offer.
- Convenient sign-up area for DORAL & Co.
- Free, interactive "Take Home" cards with helpful hints for your value minded customers.

Be a part of DORAL's point of difference. Sign up for DORAL's Home of Value merchandising system today.

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RJ Reynolds
Tobacco Company

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PTD IN USA 540155

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